Test 424: Do HTML Comments Affect Rank Negatively?

By James Goldsmith

Background Information: Many people on the internet put forward the idea that HTML comments are not a ranking factor. Cora software does show this as a correlation factor. I therefore thought that it would be a good idea to test.

Test Setup: I created 10 test pages, indexed and gave them a few days to settle in ranking position before adding HTML comments to the page ranking in the middle.

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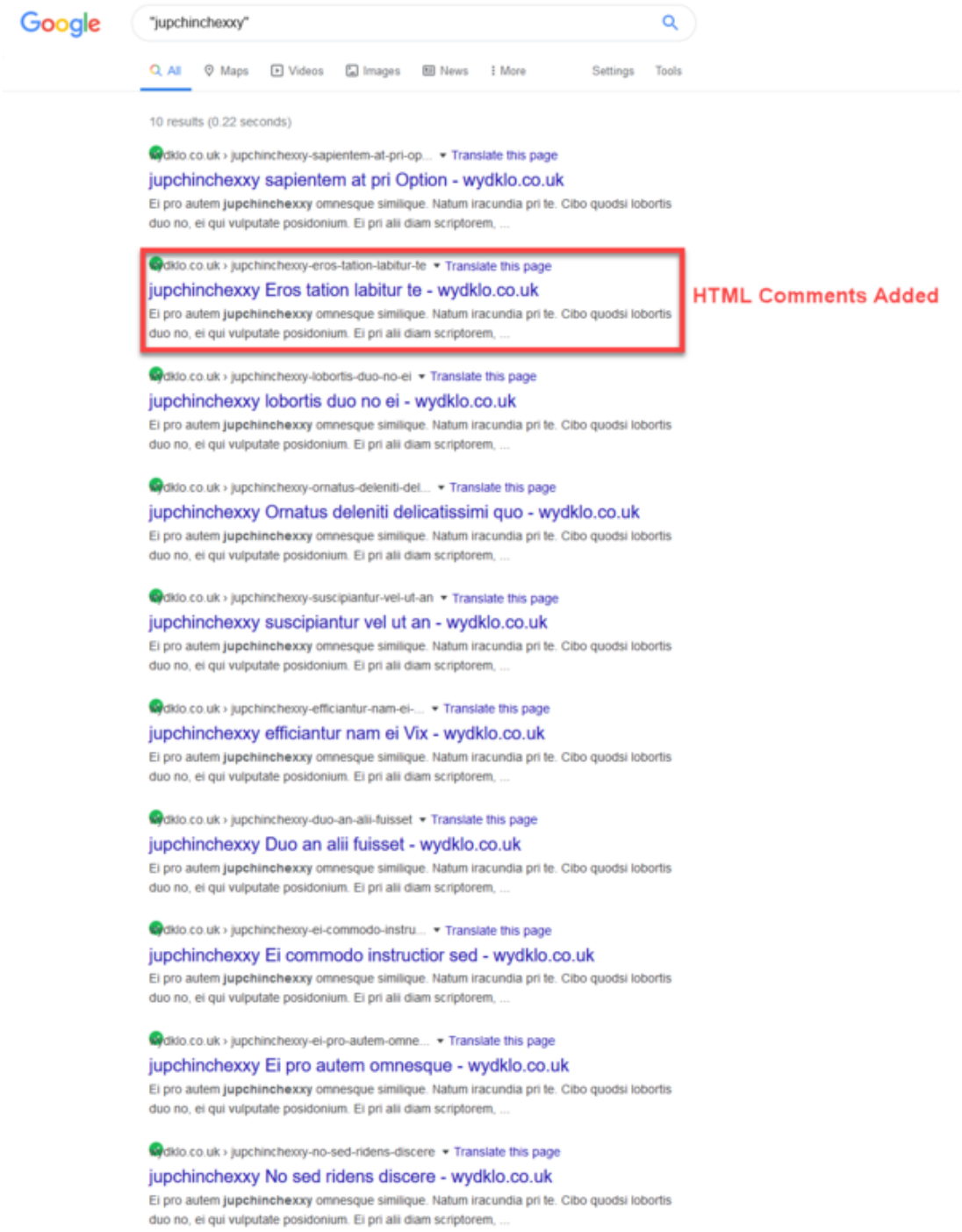
Results: The results of the test are:

February 26, 2020:



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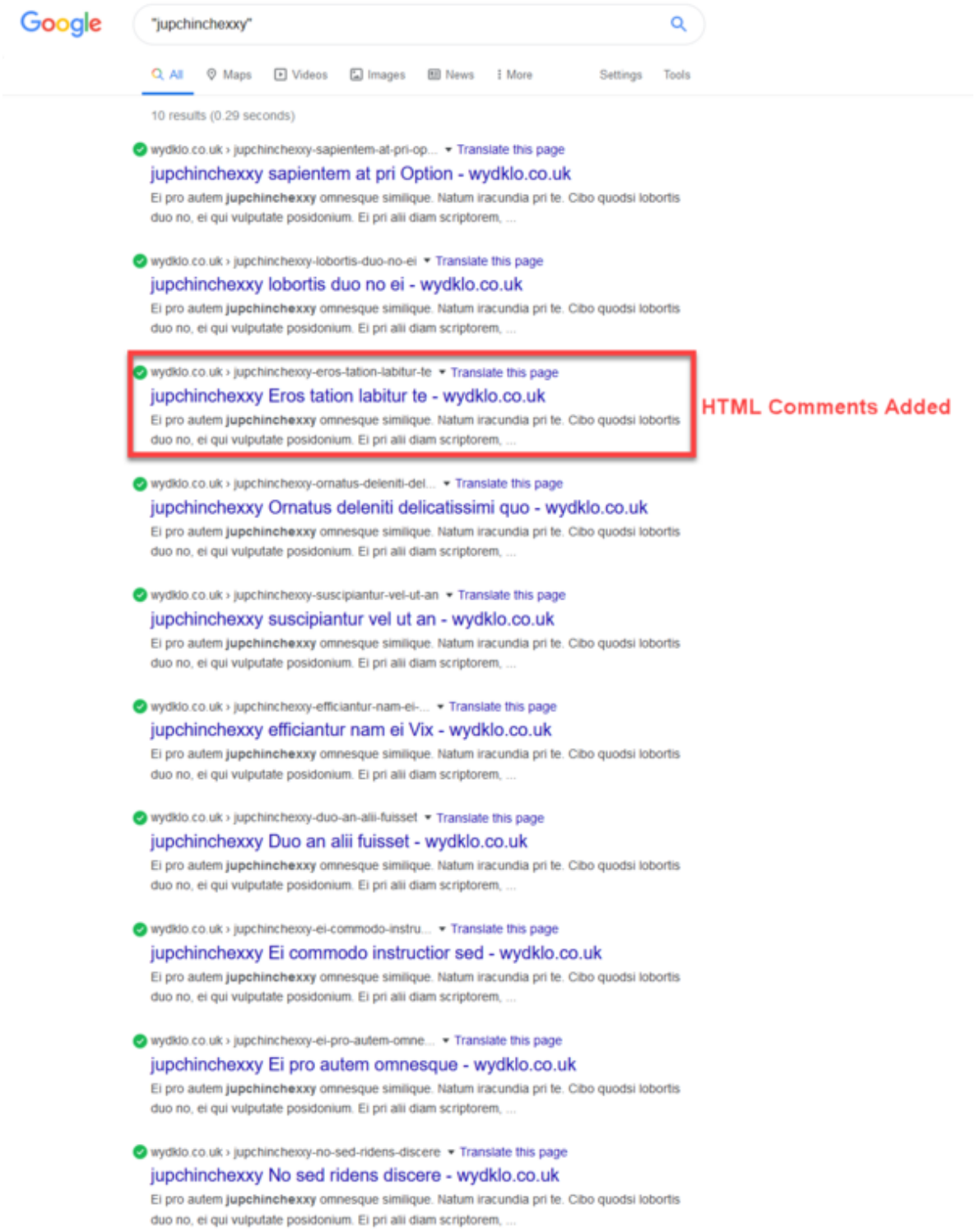
February 27, 2020:



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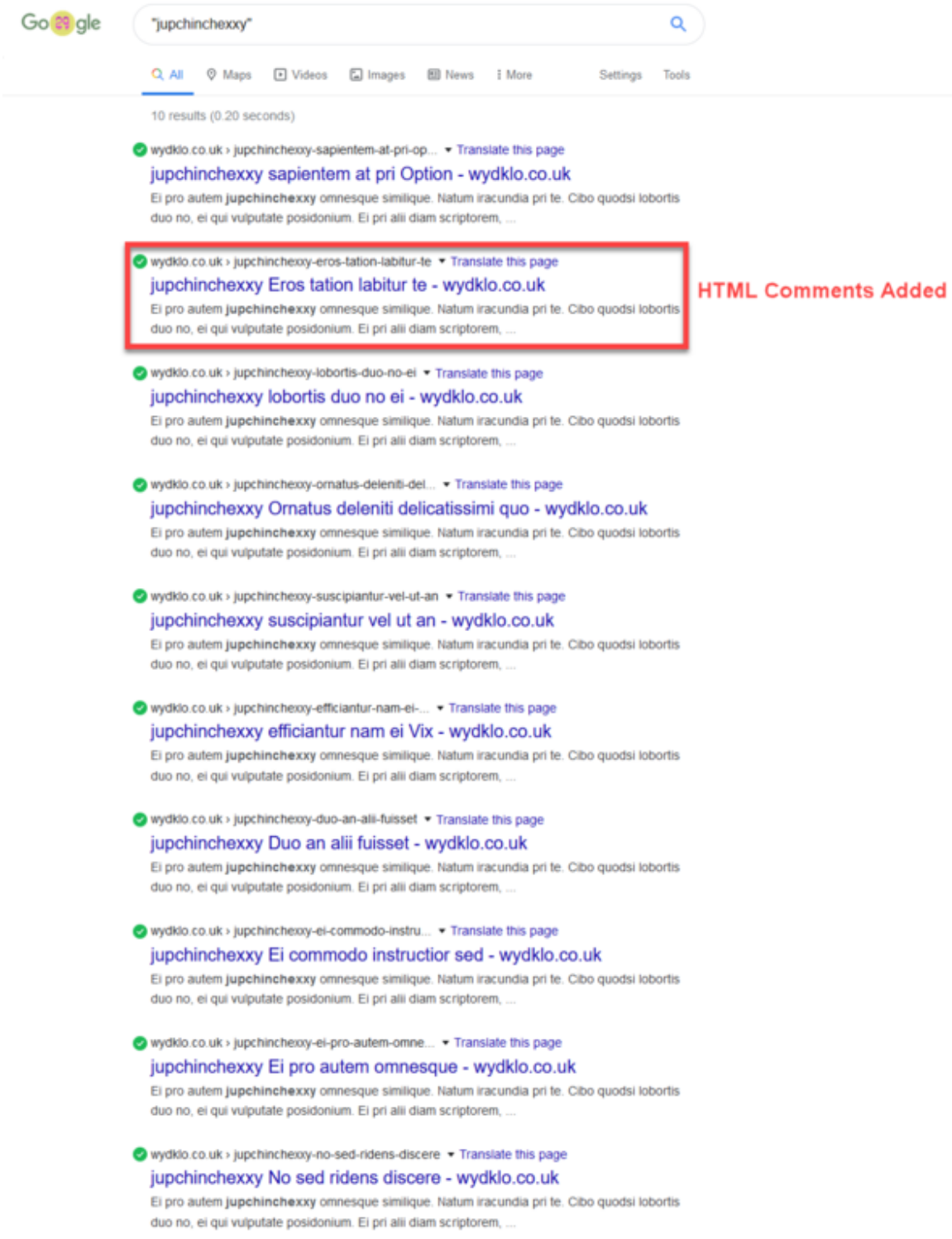
March 2020

February 29, 2020:



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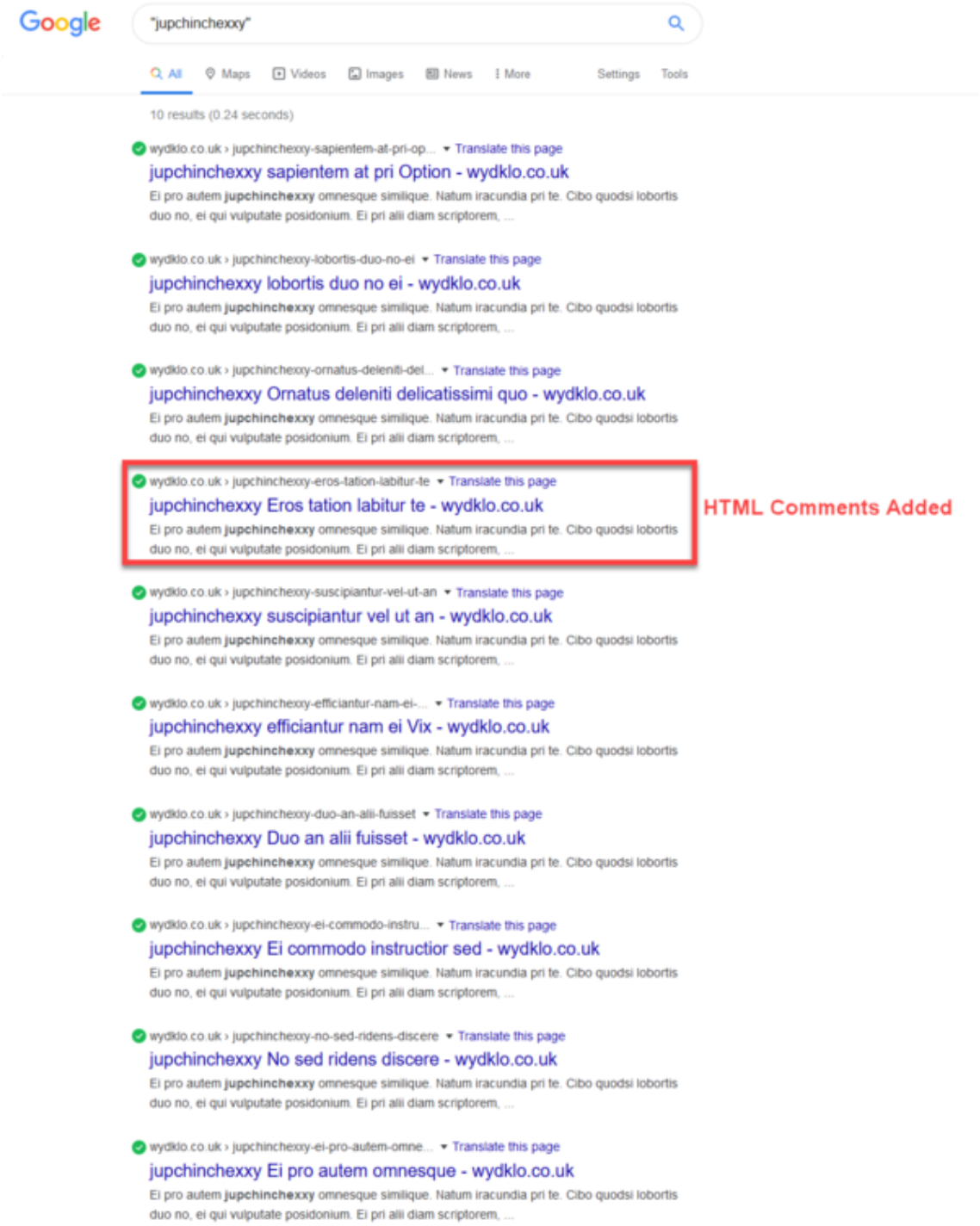
March 1, 2020:



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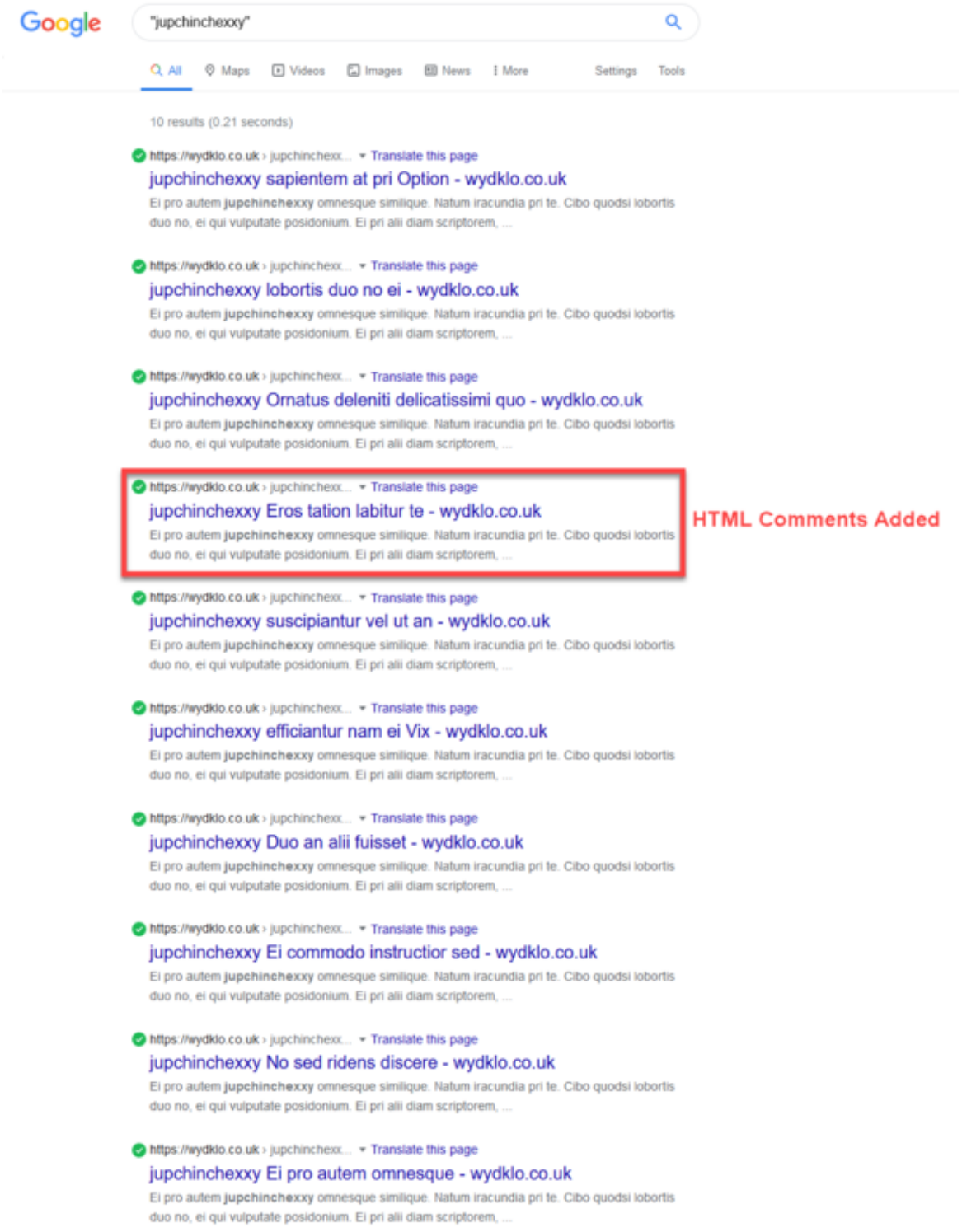
March 3, 2020:



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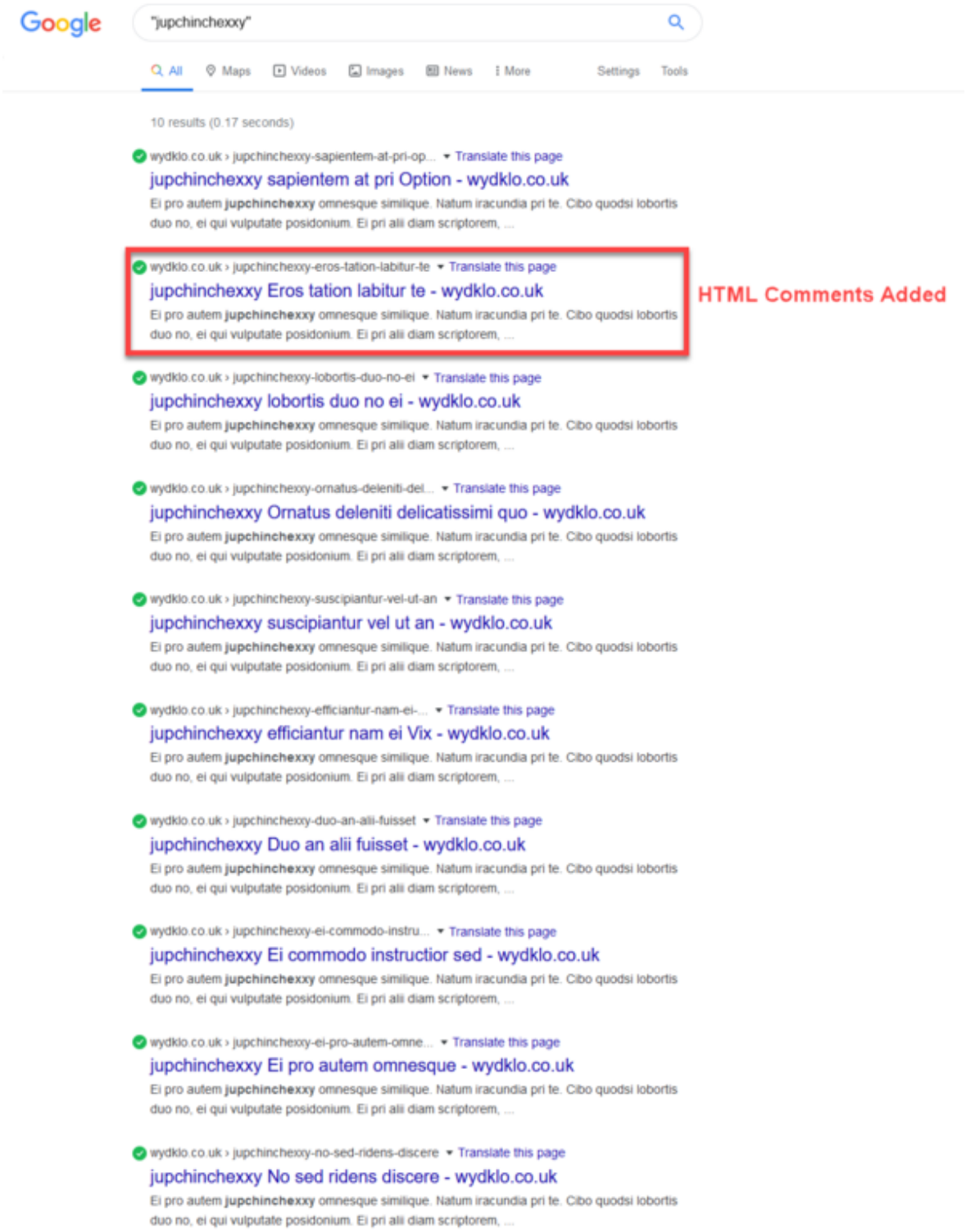
March 5, 2020:



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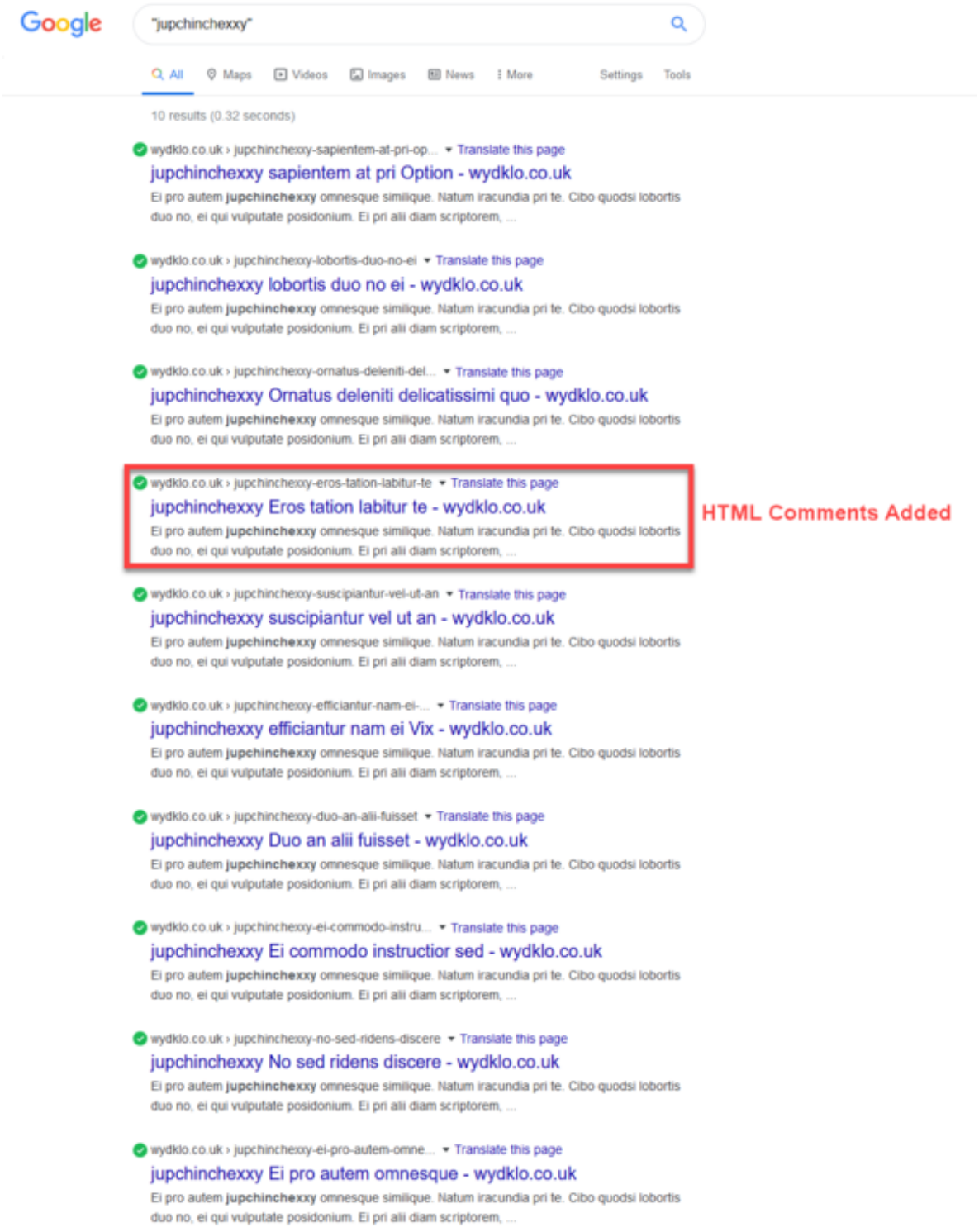
March 7, 2020:



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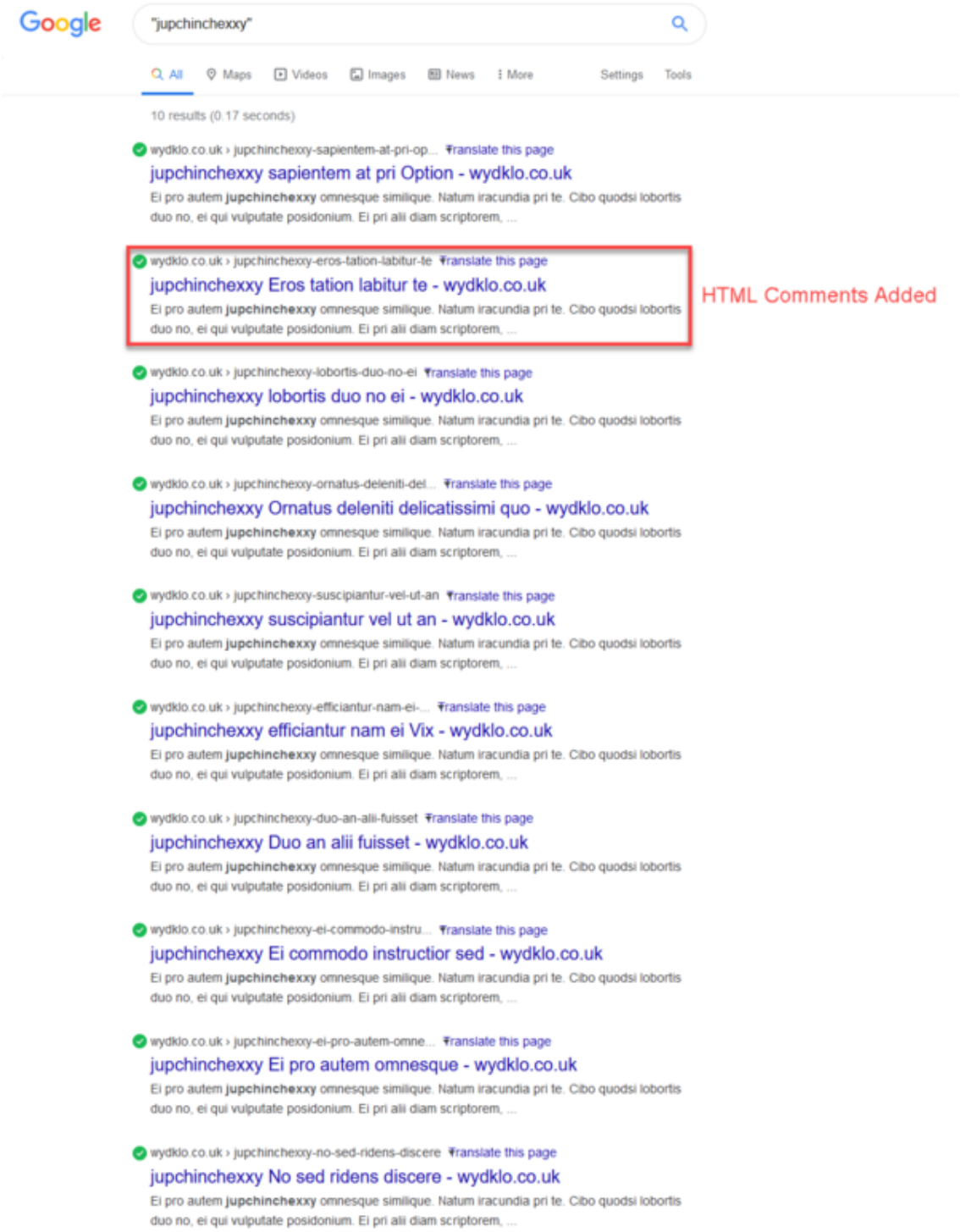
March 12, 2020:



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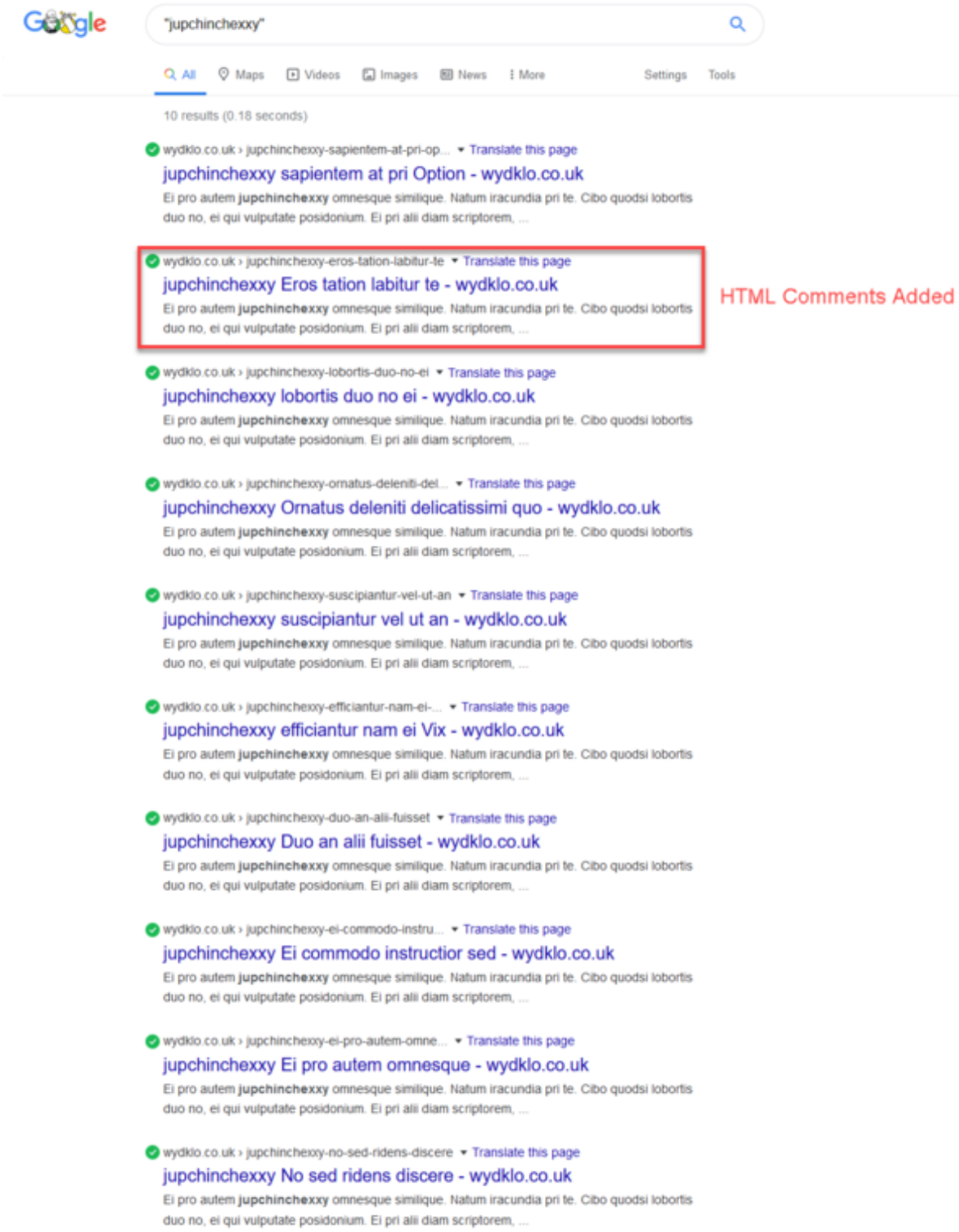
March 21, 2020:



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Analysis/Implications/Application: This test demonstrates that HTML comments do not seem to impact rank negatively. It may be a good idea to take this test to extreme levels, masses of comments, to see if that will impact rank.

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